

Holiday Readiness with Facebook for WooCommerce

Use these Shops ads campaign setup **best practices** to drive performance



Set Your Campaign Objective

Select the “Sales” objective in Ads Manager to enable Shops ads.



Set a Unified Budget

Use one overarching campaign budget so Meta can allocate spend to the best-performing ad sets in real time.



Define Your Audience

Target an audience size between 2–10 million people for optimal delivery.



Enable Automated Placements

Keep automated placements turned on to maximize reach and efficiency.



Simplify Account Structure

Use fewer ad sets and avoid major edits to minimize time in the learning phase.



Create Diverse Creative Assets

Use a mix of up to 150 assets that are well-differentiated – feature diverse messages, concepts, and visuals.



Plan Campaign Duration

Schedule your campaign to run for at least 14 days to allow the system to optimize.



Use Multiple Ad Formats

Use as many ad formats (static, video) as possible to automatically test and deliver the highest performing ads.

Adopt these Commerce **Performance Drivers for Catalog** and **Shop** to help maximize performance

Performance driver	Pro tips!
One catalog	Use <u>one catalog</u> across Shops and ads on Facebook and Instagram.
High match rate	Make sure your pixel is set up and linked to your catalog. Resolve any duplicate pixel events to ensure accurate reporting. (<u>Events Manager</u> , <u>Duplication</u>)
Product consistency	Add all the items to your <u>catalog</u> that you sell on your website and make sure they are <u>visible</u> in your Shop
Rich product data	Add details that help buyers make purchase decisions. Meta recommends including additional <u>images</u> (or videos) per item, Structured product <u>attributes</u> and <u>Size charts</u> (where applicable).
Product Set Expansion	<u>Include other relevant products</u> from your catalog when promoting a product set
Product Data Versions	Use this feature to showcase different versions of your products in a single catalog to achieve specific marketing goals while driving performance gains.
Promotions	Mirror offers across your website and Shop - including email opt-in offers and promotions.
Ratings & reviews	Sync all your <u>third party ratings and reviews platforms</u> on Facebook or Instagram
Shop layout	<u>Customize your shop layout</u> and enable ' <u>Optimize layout</u> ' for your shop to help improve the buyer experience.
Collections	Leverage <u>collections</u> to curate your Shop. Aim for parity with your website by featuring editorialized content, best-sellers, and seasonal <u>product groups</u>
Product tagging	<u>Consistently use product tags</u> across all content formats.
Size charts	With the right <u>catalog permissions</u> , set up size charts in Commerce Manager, if applicable. <u>Set up variants</u> in your catalog that have the size attribute; items without a size can't display size charts.